

Art & Publications Department

Bimonthly Tasks for Weeks 1-3

90 pts - Each department leader needs to show evidence of completion on or before August 31st. Tasks completed early can be turned in and verified at any time. It is the responsibility of each department leader to make sure that this is done. All members of the department will receive the same task points. All late work will be worth 1/2 credit. Assign the below tasks to team members so that you can complete all tasks by the deadline.

Task 1. Product Descriptions:

Get the update product line from your meeting with the VP of Sales. Each department member will open a Google doc file and open the "**Identify Customer Needs***" exercise found in the portal under Sales/Marketing: Task 1. In this exercise you will be rewriting the product descriptions for all the products we offer. Looking at the company website or catalog review the product descriptions. Research other companies that sell similar products and review their products descriptions. The descriptions should be detailed so that customers will have a clear understanding of what the product is, how it works, what it does and what options or varieties they have to choose from. Also include price and product numbers for each option available. When done print your descriptions and **meet together** as a department and share each description as you work through each product and write a final department product description. Following this meeting with the leader of Art & Publications, combine and refine the product descriptions into a final company product descriptions that will be used for the work in your next task sheet

15pts Evidence: Completed Product Descriptions (department): Responsibility: All Team Members

15pts Evidence: Final Product Descriptions: Responsibility: Digital Media & Art Leaders

Task 2. Company Name Badges

Unpack the company name badges and remove all the materials in the pouches. You will be redesigning the name badges for the company employees for the year. Get a copy of the company seating chart from the COO which contains the information you will need for each name badge. These need to be hung in the office somewhere. See you Facilitator about where you can hang the name badges by department.

15pts Evidence: Employee badges completed and hung in office: Responsibility: Any Team Member

Task 3. Proofread Company Catalog

Get a printed company catalog or print the company catalog in black and white and staple it together. With a permanent marker write "PROOF COPY" on the top right corner of the catalog. Review the catalog for errors, inconsistencies, and areas that need to improve in the design. Print and sign your name below "PROOF COPY" Pass the catalog around to all members of the art department so they have an opportunity to repeat the process. Once done, send the catalog to digital media to repeat the process. Update the catalog with any new products and with the final product descriptions created by the department in Task 1 and make any changes you need to finalize the catalog. This catalog will be used in the booth at all trade shows this year and they will be sent out for professional printing next month. Submit a PDF file of the catalog to your instructor.

15pts Evidence: Reviewed Proof Copy Catalog and signed: Responsibility: All Team Members

20pts Evidence: Updated Catalog submitted as PDF: Responsibility: Any Team Member

Task 4. Proofread and Update Product Brochures

Print the company product brochures. With a permanent marker write "PROOF COPY" on the top right corner of each brochure. Review the brochure for errors, inconsistencies, and areas that need to improve in the design. Look at the images and style and decide what changes you would like to make to make the brochure as professional as possible. Get the original brochure files and update brochures with the product information based on your product descriptions in Task 1 and make any changes you need to finalize the brochures. These finalized brochures will be used in the booth at all trade shows this year and they will be sent out for professional printing next month. Print copies updated and finished product brochures

20pts Evidence: Printed Product Brochures: Responsibility: Any Team Member